

## Distributed Ad Flight Management

## **ABSTRACT OF THE DISCLOSURE**

10 An advertisement server makes an initial selection and provision of a number  
of advertisements for a number of client devices for presentation in accordance with  
corresponding desired flight profiles to be achieved for the advertisements. The  
provisions include one or more presentation parameters to govern the rates in which  
the provided advertisements are to be presented. The client devices selectively  
15 present the advertisements in accordance with the governing presentation  
parameters. Further, the client devices report their presentations. The  
advertisement server in turn repeats the selection and provision of advertisements  
further taking into consideration the reports.